

West Germany's finest adding machine!

FRACTOMATOR®

Mental arithmetic has long been recognized as too *slow*, too *unreliable* and too *expensive* a way of counting. As such, it has long been abandoned by Business and Industry with one notable exception.

The Building Industry continues to rely even to this day on mental counting of feet, inches and fractions thereof. It's not that the *accuracy* is any less important: on the contrary, an error of *five* smallest units might be negligible when these represent cents, but becomes mighty important when they represent *sixteenths of an inch* in the length of a typical member, or of a pre-cast element.

It's easy to explain why the Building Industry did put up so long with mental counting and its inherent errors: until very recently *there was no* adding machine capable of working with *dimensions* (feet, inches and 16ths) as well as *decimal* amounts. There was no machine that would *stand* on a desk or a drafting table, then *fold* to fit into a drawer, a pocket or a brief case. There was no machine one could use as conveniently in the *office* as in the *field*.

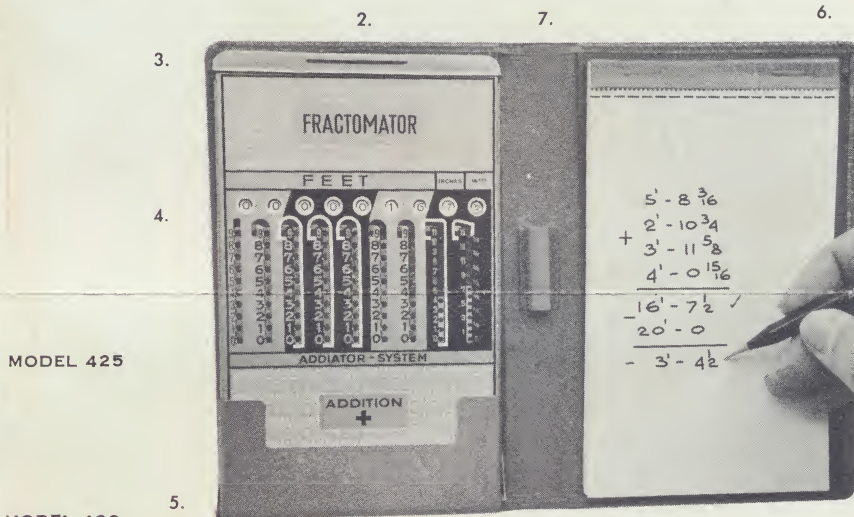
ABSOLUTE CONFIDENCE

The new, *German made* FRACTOMATOR, whose brilliantly simple design insures the utmost in dependability, is the *first* machine with all the features mentioned above. Its cost is so low that any individual working in the Industry can afford to buy one *outright*; any Company can afford to buy one for *every* member of its technical staff.

Whether the Company decides to furnish the machines, or to call on individual employees to furnish them (reimbursing that expense by an appropriate raise) — is not important. What is important, is to *realize* that mental counting is a *wrong* way of doing business, and to *decide* to eliminate it once and for all. The sooner that decision is made — the better.

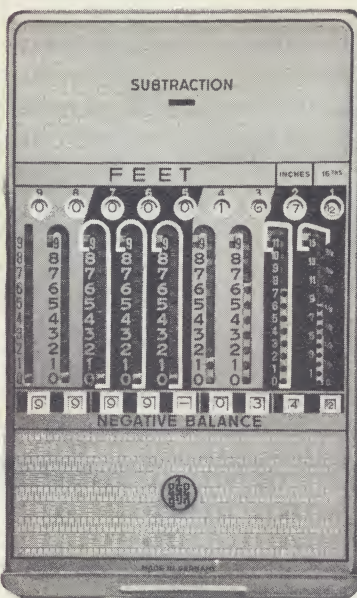
The FRACTOMATOR with its new *credit balance* offers a fast and easy way to *self-check* every answer. Once self-checked, the answer is known to be right with *absolute confidence*. Any further checking is a waste of time and money.

Company-wide acceptance of FRACTOMATOR machines will eliminate not only errors, but also the entire system of subsequent *checking* — realizing a saving of hundreds, if not thousands of dollars each year.



MODEL 425

MODEL 420



THIS SIDE ADDS-FLIP SIDE SUBTRACTS

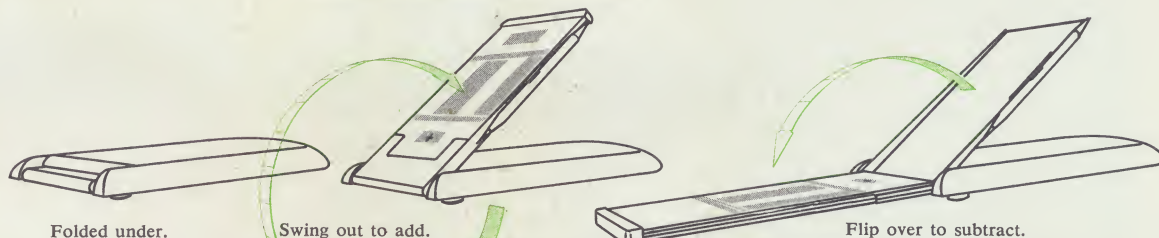
1. Stylo-mechanical pencil for operating machine.
2. Serial number
3. Clearing arm. One stroke up and down clears the register.
4. The register (answer windows)

THIS SIDE SUBTRACTS-FLIP SIDE ADDS

credit balance

5. Hinged base. Passing from one face to the other is instantaneous.
6. Handy pad.
7. Genuine leather note-book case.

MODEL 422



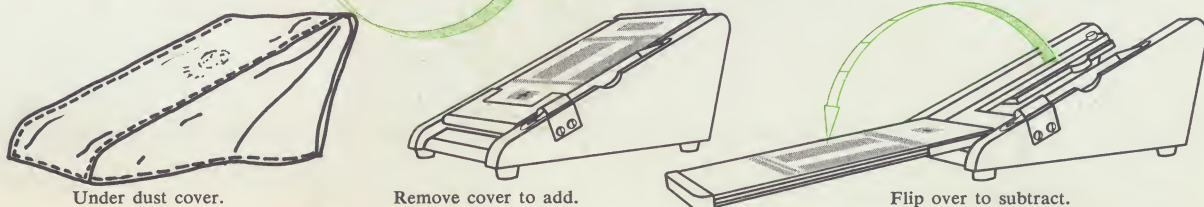
Folded under.

Swing out to add.

Flip over to subtract.

CUSTOM DESIGNED STANDS FOR COMFORT AND EFFICIENCY.

MODEL 421



Under dust cover.

Remove cover to add.

Flip over to subtract.



IN THE FIELD . . .



IN THE CAR . . .



IN THE OFFICE . . .

EXCLUSIVE FRACTOMATOR FEATURES

The new FRACTOMATOR is a completely silent adding machine of highest precision, built on a single function principle: each side of the machine does only one function: front side — adds, flip side — subtracts.

The world famous basic design makes it possible to apply the same operational rule for subtraction as for addition. This rule is so easy, that even a child can learn to operate the machine right away.

Thanks to two right hand columns, one reserved for inches, the other for fractions as low as *sixteenths*, the FRACTOMATOR adds, subtracts and *converts* automatically dimensions expressed in feet, inches and fractions. For decimal amounts the two right hand columns are simply left aside. Scientifically chosen colors — satin gold and dark green, serve to separate cent columns from dollar ones.

Numerals of striking clarity and crispness appear in large, easy-to-read answer windows as soon as the amount is inserted. There are 3 rows of answer windows; two for positive balance, one for *credit* balance. Positive balance windows (one on each side) are synchronized to show the same total. An automatic signal for credit

balance refers the user to the special row of answer windows, second on the subtraction side — an exclusive refinement not ordinarily found on machines in this price bracket. Positive balances are shown in black numerals; the credit balances in red.

The FRACTOMATOR incorporates new ideas and features which make calculating easier, faster and more foolproof. The built-in automatic safeguards prevent the machine from being operated incorrectly.

Other advantages include:

GREATER CAPACITY. Up to \$99,999.99 or millions of feet.

COSTLY BRASS. The basic material is rustproof, wearproof.

EMBOSED or RECESSED FIGURES can't wear off.

OVER 5 MILLION Addiator machines, including the Fractomators are daily in use all over the world.

3 YEAR GUARANTEE. Free repairs or replacement if a defect in material and/or workmanship is discovered within the first three years!

West German **ENGINEERING** makes every Fractomator last a lifetime.

USERS' COMMENTS

"The computer arrived, and it certainly is an amazing affair! I am getting an enormous lot of pleasure in using it . . ."

H. R. Austin, New York, N. Y.

"Recently I became aware of your FRACTOMATOR through fellow engineers. The quality and accuracy of this product has been well appreciated. As a result I would like to purchase the new FRACTOMATOR with *credit balance* . . ."

G. J. Dee (Bridge Section)
SVERDRUP & PARCEL ASSOCS.
St. Louis, Mo.

"About 4 years ago I was very fortunate to buy a FRACTOMATOR. To this day I am making good use of it in my daily work in the office. I'd like very much to buy another one in leather case as it gave me greatest satisfaction . . ."

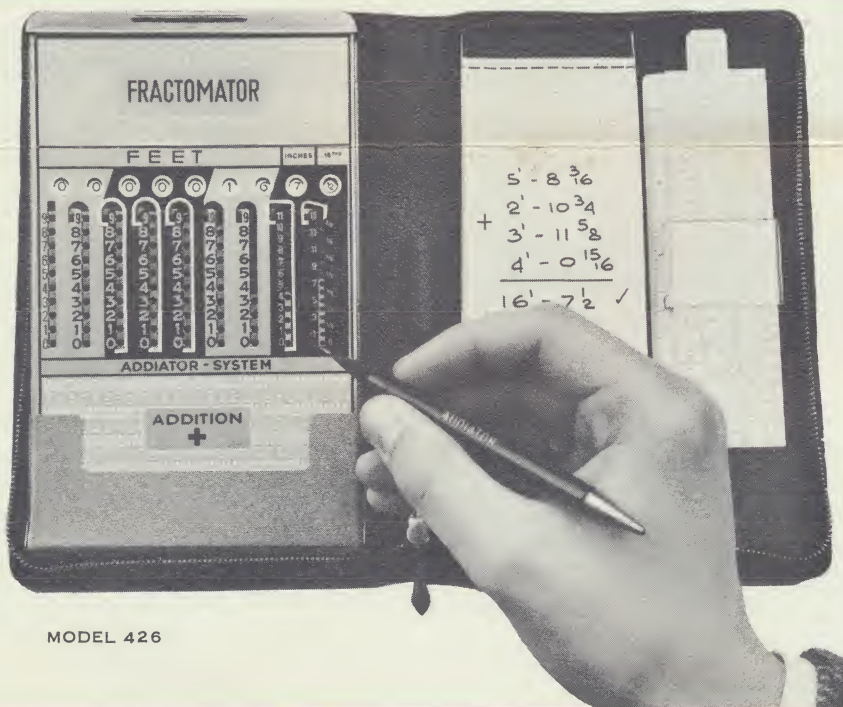
C. S. Honda
HAWAIIAN REINFORCING STEEL CO.
Honolulu, Hawaii

"FRACTOMATOR adding machines have been in use in our Engineering Office for several years, and have proven to be a great time saving device. Our detailers and checkers like them very much."

Hans Kierulf, Chief Engineer
P.I. STEEL CORPORATION
Los Angeles, Calif.

"We have been using the FRACTOMATORS in our Architectural and Checking Depts. and found them invaluable in both *accuracy* and *saving of time* which represents dollars to us."

Morton Steckler, Asst. Div. Mgr.
ALBERT C. MARTIN & ASSOCS.
Planning - Architecture - Engineering
Los Angeles, Calif.



MODEL 426

Addiator Faber-Castell

FRACTOMATOR MODEL 426 IS A MATHEMATICAL GIANT ENCLOSED IN AN ELEGANT LEATHER CASE WITH A ZIPPER. ALL SIX OPERATIONS CAN BE PERFORMED WITH IT:

ADDITION MULTIPLICATION POWER
SUBTRACTION DIVISION ROOT

THE SLIDE RULE CASTELL SYSTEM DARMSTADT IS A GENERAL PURPOSE SLIDE RULE. ITS LOGARITHMIC SCALES MAKE POSSIBLE ALL THE CALCULATIONS WHICH ARE MET IN PRACTICAL APPLICATION OF MATHEMATICS. IT CARRIES NO SPECIAL SCALES THAT WOULD BENEFIT NARROW SPECIALISTS ONLY. CASTELL PRECISION SLIDE RULE IS MADE OF "CLIMATE-PROOF" GEROPLAST.

13 SCALES OF THE CASTELL SLIDE RULE ARE AS FOLLOWS:

L, K, A, B, C₁, C, D, P, S, T AND LOGLOG SCALES LL₁, LL₂ AND LL₃.

28-PAGE INSTRUCTION BOOKLET COMES WITH THE SLIDE RULE.

ALEXANDER DRAFTING EQUIPMENT COMPANY

SOLE U.S. DISTRIBUTORS

P. O. BOX 4013 PASADENA, CALIFORNIA

PHONE: SYCAMORE 2-8728 (AREA CODE 213)

AD 50C 6.64



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SOLE U.S. DISTRIBUTORS
P.O. BOX 4013

642 NORTH CHESTER AVENUE
PASADENA, CALIF. 91106

PHONE: 792-8728 (A.C. 213)

T. Nelson, Systems Consl.
Box 1546
Poughkeepsie, N Y 12603



ADDIMAX
ADDIATOR
Rechenmaschinenfabrik C. Kübler
762 Wolfach/Baden

4-16-65

Dear Mr. Nelson:

Thank you for your recent request for complete information on the new adding machine ADDIMAX Sub-Zero. Please find enclosed herewith the latest leaflet with the descriptive and technical information.

Immensely versatile, the new ADDIMAX can handle quickly and easily the great variety of assignments that comes the way of the all purpose adding-subtracting machine. It's ideal for all who use a slide rule to multiply and divide, but still have to add on a piece of paper. It's ideal for use in and out of the office since its operation is completely silent. It's ideal to have it along on a plane or car trip and it's easy to do so: the new ADDIMAX weighs less than 3 ounces and comes equipped with a stainless steel pocket clip (Model 597).

The new credit balance feature places ADDIMAX Sub-Zero on par with the best adding machines costing many, many times as much. The credit balance serves to indicate the change, the mileage, the account in the red, the negative value of a function. When used with 5-place logarithms the new ADDIMAX shows the values of both the logarithm and co-logarithm of the answer, simultaneously.

Whether you specify an ADDIMAX with a clip case (Model 597) or without it (Model 596), we guarantee the machine to give you correct answers quickly and easily, and to remain free from defects in materials and/or workmanship for 2 years. Neither we, nor the Manufacturers in Germany can tell you in words what a great invention the new ADDIMAX really is. You'll have to use it to believe it. Your order blank provides for a 10-day FREE trial option as part of our guarantee to buy the ADDIMAX back if you are not completely satisfied.

Really, you owe it to yourself to test the model of your choice. Could you please mail the order blank today, while you're thinking about it?

Thank you.

Cordially yours,

ALEXANDER=ADDIMAX

S. G. Nicholas, Partner

SGN:tik